

## ORDER



KLAS

Orders	Order / Rev:	37672
	Alt Order #:	08887431
	Product Desc:	OBAMA/P/D
	Estimate:	2175
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	10/22/12 / 10/22/12
	Order Type:	GENERAL

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Agency Name: GMMB  
Buying Contact: \_\_\_\_\_  
Billing Contact: \_\_\_\_\_  
1010 Wisconsin Ave NW  
Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Obama, Barack D-President
	Demographic:	A35+
	Product Codes:	PO1
	Priority:	LV2
	Revenue Codes:	AGY, POL, CAND

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	7	\$26,930.00	\$22,890.50	October 2012	7	\$26,930.00	\$22,890.50	0.00
10/29/12	10/29/12	2	\$2,250.00	\$1,912.50	November 2012	2	\$2,250.00	\$1,912.50	0.00
					Totals	9	\$29,180.00	\$24,803.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones	North	North	Start Of Order - End Of Order	100%

Mike Jones Start of Class: End of Class: 100%

Order Share	Share	Total
KLAS	30%	\$29,180.00
Market	100%	\$97,266.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$24,316.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVUU	5%	\$4,863.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
1	8	10/23/12	10/29/12	CBS This Morning	7-9a	CM	7-9a	MTWTF--	1:00	1	\$1,400.00	LV2	0.00	NM	1	\$1,400.00
CBS THIS MORNING																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/23/12	10/29/12	MTWTF--		1	\$1,400.00	0.00								
2	8	10/27/12	10/27/12			CM	5-7a	-----S-	1:00	1	\$670.00	LV2	0.00	NM	1	\$670.00

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Advertiser: Obama, Barack D-President  
 Product Desc: OBAMA/P/D  
 Estimate: 2175

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS Early Show - Sat.															
CBS Early Show - Sat.															
CBS THIS MORNING SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12		-----S-		1				\$670.00		0.00			
3	8	10/23/12	10/29/12	Live w/Kelly		CM	9-10a			MTWTF--		1:00	1	\$2,100.00	LV2 0.00 NM
				Live w/Kelly											
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12		10/29/12		MTWTF--		1				\$2,100.00		0.00			
4	8	10/23/12	10/29/12	Ellen		CM	3-4p			MTWTF--		1:00	1	\$850.00	LV2 0.00 NM
				Ellen											
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12		10/29/12		MTWTF--		1				\$850.00		0.00			
5	8	10/23/12	10/29/12	8 News Now 5-630p M-FCM		CM	5-630p			MTWTF--		1:00	1	\$3,500.00	LV2 0.00 NM
				8 News Now 5-630p M-F											
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12		10/29/12		MTWTF--		1				\$3,500.00		0.00			
6	8	10/23/12	10/29/12	7-8p Rotator		CM	7-8p			MTWTF--		1:00	1	\$2,450.00	LV2 0.00 NM
				7-8p Rotator											
ET/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12		10/29/12		MTWTF--		1				\$2,450.00		0.00			
7	8	10/23/12	10/29/12	Letterman		CM	1135p-1237a			MTWTF--		1:00	1	\$1,930.00	LV2 0.00 NM
				Letterman			(11:35 PM-12:37 XM)								
LATE SHOW w. LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12		10/29/12		MTWTF--		1				\$1,930.00		0.00			
8	8	10/23/12	10/29/12	Craig Ferguson		CM	1237a-137a			MTWTF--		1:00	1	\$880.00	LV2 0.00 NM
				Craig Ferguson			(12:37 XM-1:37 XM)								
LATE LATE SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12		10/29/12		MTWTF--		1				\$880.00		0.00			
9	8	10/28/12	10/28/12	NFL Reg Season Game	CM		NFL Football Reg.	-----S		1:00		1	\$15,400.00	LV2 0.00 NM	
				NFL Football Reg. Season											
CBS NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12		-----S		1	\$15,400.00			0.00					
Totals													9	\$29,180.00	